

<b>Notice of Allowability</b>	Application No.	Applicant(s)
	08/691,900	APTE ET AL.
	Examiner	Art Unit
	Romain Jeanty	3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 4/7/06.
2.  The allowed claim(s) is/are 1-7, 10-18, 21-31, 34-36, 41-42, 48-52, 54-60.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

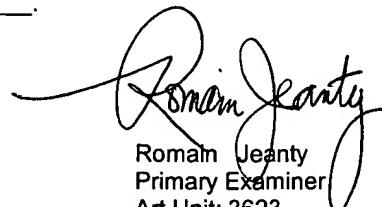
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application (PTO-152)
6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.



Romain Jeanty  
Primary Examiner  
Art Unit: 3623

### **Allowable Subject Matter**

1. Claims 1-7, 10-18, 21-31, 34-36, 41-42, 48-52, 54-60 are allowed.

2. The following is an examiner's statement of reasons for allowance:

The closest prior art is to Van Hoff et al (U.S. Patent No 5,959,623). Van Hoff et al teach the indication that additional information about an advertisement may be retrieved, performing the retrieval of the additional information, applets for displaying the additional information in the Ad list and the Ad window (corresponding to the advertising region of the present invention). Van Hoff et al however, does not teach displaying the additional information in the browser area when the user selects a link in the advertising area as recited in independent claims 1, 13, 22, 35, 41, and 48.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### **Conclusion**

3. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

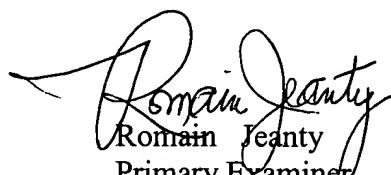
a. Colin (WYSIWYG for the Web. (new World Wide Web page editors based on WYSIWYG) (includes related articles on Web sites for engineers, and so on Web editors), discloses a system which allows users to split a Web page into separate scrolling windows all of which can be active at the same time.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 a.m. to 6:00 p.m..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

June 25, 2006



Romain Jeanty  
Primary Examiner  
Art Unit 3623

Gale Group Trade & Industry DB

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08313981 **Supplier Number:** 17816416 (THIS IS THE FULL TEXT )

**WYSIWYG for the Web. (new World Wide Web page editors based on WYSIWYG) (includes related articles on Web sites for engineers, and on Web editors)**

Johnson, R. Colin

Electronic Engineering Times , n877 , p132(2)

Nov 27 , 1995

ISSN: 0192-1541

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**Abstract:** New World Wide Web page editors adopt the WYSIWYG philosophy of hiding everything from users except the way finished pages look. Netscape Communications' Gold version of the Navigator Web browser supports both browsing and editing with the same software; Gold users can download any Web page elements, edit them, and publish them online without leaving Navigator. The Gold version also supports client-side image maps for unique Web-access setups, Frames for splitting a Web page into separate scrolling windows (all of which can be active at the same time), and the ability to handle tables, backdrops, and in-line viewers for both Apple QuickTime and MacroMedia Director movies. Adobe Systems recently acquired Ceneca Communications and its PageMill editor, which uses a drag-and-drop user interface for building Web pages without revealing the underlying HTML tags. Also described are Arachnid, SoftQuad's HotMetal, and NaviSoft's NaviPress.

**Text:**

Portland, Ore. - Anyone can create a World Wide Web page. Just learn the simple tag architecture of HTML, the Hypertext Markup Language, and go to work. In fact, that's how the Web upstaged the other Internet services: it allows anyone with the lowliest text editor to create a Web site the equal of those developed by the most well-funded corporations. Nearly every Internet service provider gives even its bargain-basement \$5-a-month accounts a free Web page.

But there is a catch. HTML flouts modern what-you-see-is-what-you-get software practice, the WYSIWYG principle that states that everything should be hidden from the user except the way finished pages look, in the manner of a high-end word processor.

Now that is changing with the emergence of a new wave of Web page editors, each embracing the WYSIWYG philosophy with varying degrees of success. They have come from the likes of Netscape, Adobe, the University of Iowa, SoftQuad and NaviPress, and the best of them run identically on all popular platforms.

Netscape Communications Corp. (Mountain View, Calif.), maker of Navigator, the world's most popular Web browser, hopes to steamroll this emerging Web-editor market with the same tactic that permits Microsoft to monopolize every PC market it enters: leverage its ubiquity, and offer high quality at a reasonable price.

Netscape's original success came from the superior quality, and unbeatable price, of its Navigator browser: free for the download for non-profit and educational use. Its \$79 Web editor is, literally, infinitely more expensive, but it should make the company's new shareholders happy. Netscape, which went public this year, offers a generous upgrade program for users willing to pay now for the Navigator browser they have already downloaded free. Limited-time evaluation copies of Navigator are still available on-line for free download.

The clever addition of a Web editor within the Gold version of Netscape's Navigator permits both browsing and editing with the same software. Gold users will be able to download any Web page elements they desire, edit them to their heart's content, and then publish them on-line without ever leaving Navigator. The WYSIWYG editor mode supports all normal HTML page creation and linking functions, as well as real-time live objects.

Available for Macintosh, Unix and Windows platforms, Netscape's Navigator Gold allows on-line documents to be edited while they are being viewed. Word-processor-like cut-and-paste commands help create the pages with the help of a tool box of commonly used elements, such as navigation buttons, scrolling lists and text boxes.

#### Image maps

Several capabilities unique to Navigator are also supported in the Gold version, including client-side image maps for unique Web-access setups. Frames is another Netscape-specific feature, which allows designers to split a Web page into separate scrolling windows, all of them simultaneously active. Also unique to Netscape Gold is the ability to handle tables, backdrops and in-line viewers for both Apple QuickTime and MacroMedia Director movies, as well as Adobe's Acrobat format. Netscape is also planning to release some server-side live-object software, but not all platforms will be supported.

Realizing the opportunity in WYSIWYG Web page creation, Adobe Systems Inc. purchased a Mountain View, Calif., neighbor, Ceneca Communications Inc., to acquire Ceneca's PageMill editor (\$99 for Macintosh; Windows and Unix versions due early next year).

PageMill uses a drag-and-drop user interface to help build Web pages without ever revealing the underlying HTML tags. A built-in preview-browse mode permits pages to be simultaneously viewed and edited for WYSIWYG accuracy.

To all appearances, Web pages created with PageMill are edited as if a special word processor whose underlying file format is HTML were used. Applying styles to text, placing and resizing images all work in the manner of word processing. Elements are moved around on the page simply by dragging and dropping them.

#### Automatic features

PageMill also includes many automatic features that ensure consistently correct HTML is produced from the WYSIWYG view in the integrated browser. For instance, all images are converted from their native formats, such as Macintosh PICT, to the cross-platform Compuserve GIF format. The integrated image editor also can create transparent and

interlaced GIF images, as well as clickable image maps. The numerical size of images is also automatically computed and added to the HTML code for the fastest possible image rendering. Also automatically added are all necessary text-attribute information, form controls, horizontal rules and the like. But the designer also can override any of the automatic features.

An interactive forms-creation facility simplifies the creation of pages requiring user input. Forms creation is simplified with text fields, pop-up menus, checkboxes and buttons for submit, cancel and radio-button selections. Any such elements can be placed and edited interactively, rather than by filling out complicated dialog boxes.

Frequently used elements of Web pages are kept in a convenient multipage pasteboard that holds diverse types of page elements to be dragged and dropped onto active pages, such as logos, navigation bars, links to other pages, copyright notices and other frequently used page elements.

Existing Web pages can be read into PageMill, with the program automatically repairing many common errors. Links are also created without typing their Universal Resource Locator (URL) codes, virtually eliminating the dreaded "unknown URL" message. And PageMill works hand-in-glove with Adobe's SiteMill server software for managing large, complex Web sites.

PageMill also automatically tracks links as elements are moved from page to page. For instance, moving text with links to another page invokes an automatic operation that changes any links referring to that page. That ensures that the dragged, cut or copied links are accurately represented at their new destination.

#### 'Personal gift'

Arachnid, billed as a poor person's PageMill, was crafted by programmer Robert McBurney at the University of Iowa (robert-mcburney@uiowa.edu).

"Just consider Arachnid to be a personal gift from the University of Iowa and myself," he said.

Arachnid uses on-screen palettes housing user-defined catalogs of drag-and-drop graphics, movies and other common Web-page elements. A mode-selection palette selects between browsing mode and separate editing modes for graphics elements and textual elements. One click toggles between the browser and the selected editing mode.

Other optionally displayed parts of the mode palette include the linking tools, forms tools and clickable map tools. A row of icons for the linking tool allows editors to select a textual or graphical element and then drag-and-drop the appropriate icon to it for linking to a URL, a graphic, a sound, a movie or any of those elements on another page or local file. Another row of icons similarly creates elements in such forms as simultaneously scrolling lists, radio buttons, check boxes and pop-up menus. The final line of the mode palette permits the creation of clickable maps compatible with a variety of CGI (Common Gateway Interface) scripts.

"To distinguish Arachnid from the competition, namely PageMill, there will be at least two more significant features built into Arachnid," said McBurney. The first is a Web-site-management tool that allows custom naming of HTML instead of the automatic naming now used by Arachnid. When renaming files, Arachnid handles changing all the necessary links to ensure accurate URL designations.

The second is the ability to edit Netscape tables directly on screen in a manner similar to its drag-and-drop forms and mapping tools. Arachnid for Macintosh may be downloaded free from:

<http://sec-look.uiowa.edu/about/projects/arachnid-page.html>.

A Windows version is due out in 1996, pending the release from Allegiant Technologies Inc. (San Diego) of a Windows version of SuperCard, in which Arachnid is written.

One of the first Web editors was HotMetal (\$195) by SoftQuad Inc. (Toronto). Now available for all platforms in its Pro version, HotMetal includes such niceties as a spelling checker, thesaurus and context-sensitive search-and-replace.

HotMetal still requires Web-page designers to view the raw HTML tags in a special window, but its new WYSIWYG viewer allows the page to be previewed without switching to another program. The viewer also includes the ability to edit tables and see the results simultaneously. A URL editor assists in assembling accurate Net addresses without too much typing, and a macro facility automates repetitive tasks.

Style sheets are now used and have added controls for color and rulers. Forms support helps add radio buttons, check boxes and pop-up menus.

Most HTML tags can be added without memorizing them, by pulling down menu selections with descriptive functions that automatically mark up the HTML window. A built-in parser checks all HTML for compatibility with the popular Web browsers. It also checks imported HTML for mistakes before editing.

A new set of floating tool bars and tear-away palettes includes drag-and-drop Web-page elements modeled on high-end word processors. Special characters can be entered from another floating palette and displayed as their actual character representation, rather than as a generic icon.

Also, there are still free versions of HotMetal for non-commercial use and with fewer features. Freely download them from:  
<ftp://ftp.digital.com/pub/net/infosys/NCSA/Web/html/hotmetal>.

One of the most well organized Web editor efforts comes from America Online, which in 1995 acquired NaviSoft as a wholly owned subsidiary. NaviSoft's NaviPress Web editor uses a modeless word-processor style that completely hides the underlying HTML. Still, it may be viewed if the user wishes.

Because NaviPress permits simultaneous editing and viewing of live Web pages, it is easy to import elements from other pages. Of course, all the normal copyright conventions should be observed, but essentially any element found on anybody's Web site can be appropriated easily with NaviPress.

#### Editor/viewer

Debugging is simplified by the all-in-one editor/viewer approach of NaviPress, permitting easy addition of links just by browsing to where it is to go; URL construction is completely transparent. Text links, sounds, images and forms all can be created without any explicit HTML tagging.

Every element of a NaviPress Web page looks and behaves as it should as soon as it is added to a page. Even after the page is posted to an Internet server, it is still edited as if it was located on the local hard disk: Just browse to the page, edit it and save. The only difference is that it asks for a user name and password to bar unauthorized Web-site users.

One downside is that using the simple save command when editing live Web pages only works if the user becomes a customer of NaviService—an associated Internet-service provider specializing in the Web. Web pages

served up by NaviService can, of course, be viewed on any browser, not just NaviPress. NaviService also supports "live" interactions with Web pages with its applications programmer interface (API), with standard CGI scripts or with C-language programs.

The services also supply a library with many prebuilt pages and templates so that WYSIWYG Web sites can be built even by novices.

#### Easy HTML

However, absolutely the easiest and cheapest way to create WYSIWYG Web pages doesn't require as much as a text editor or any knowledge of the HTML. Just fire up any browser—even a text-only browser—and navigate to Easy HTML at <http://banjo.cise-nsf.gov/easyhtml/easy.html>.

There, Easy HTML—a Web site—will allow you to create a Web page and download it to your hard disk with no additional software, other than the browser that got you there. Any platform can access Easy HTML.

Once in Easy HTML, fill in the form found there. Your Web page is then built one section at a time, from the top down. After the addition of each section, the page is automatically previewed in the browser—the epitome of WYSIWYG.

After each section is added, you can add another section from a scrolling list of various size headlines, text blocks, lists, formatted text or links to other pages. Graphics are not supported, but image links may be added manually after a finished page is downloaded from Easy HTML.

After a page is built, it can be re-edited en masse, without the user's having to go through it section by section.

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**Company Names:** Netscape Communications Corp.--Products; Ceneca Communications Inc.-- Products

**Industry Codes/Names:** ELEC Electronics; ENG Engineering and Manufacturing

**Descriptors:** Network software--Design and construction; Computer software industry-- Products; World Wide Web--Computer programs

**Product/Industry Names:** 7372620 (Networking Software Pkgs)

**Product/Industry Names:** 7372 Prepackaged software

**Ticker Symbols:** NSCP

**Trade Names:** Netscape Navigator Gold (Internet/Web server software)--Design and construction; PageMill (Web authoring software)--Design and construction

**File Segment:** CD File 275